

REPORT 4  
89/02/06

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM  
AT MISSIONS ABROAD FOR FISCAL YEAR 88  
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :653-HAVANA

005-COMM. & INFORM. EQP.& SERV  
CUBA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN:

ANTICIPATED RESULTS:

TELECOMMUNICATIONS (INC SPACE)

TECHNICAL SEMINAR BY TELECOM MANUFACTURER.

TO INSPIRE CUBAN CONFIDENCE IN THIS NEW TECHN  
-EXPOSE 60 KEYS USERS TO MANUF'RS PROD.LICEN-  
SE MANUF'G AGREEM WITH MINBAS -CONVINE MINAG  
TO BUY SYST.-REFRESH KNOWL OF CUBAN OFF'S WHO

SPILSBURY SEMINAR

INTROD.75 TECHNICIANS TO THEIR EQPT.-COUNTE-  
RCAT PROMOTIONAL EFFORTS OF COMPETITORS. - I-  
DENTIFY JOINT VENTURE WITH MINISTRY OF COMMU-  
NICATION.

ORGANIZE PRESENTATIONS TO COMMUNICATION EXPERTS AND UNIVERSITIES  
IN HAVANA AND SANTIAGO ON CDN CAPABILITIES.

OBTAIN T.V.COVERAGE NATIONWIDE - EXPOSE CUBAN  
TECHNICIANS TO CDN CAPABILITIES & INFLUENCE  
CUBAN END USERS TO BUY CDN PRODUCTS.

ORGANIZE MAIL CAMPAIGN OF CDN COMPANY BROCHURES.

REACH KEY DECISION MAKERS - INTRODUCE NEW CDN  
PRODUCTS TO CUBAN CLIENTS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER:

QUARTERLY RESULTS REPORTED:

QUARTER: 1 MAINTAIN PRESENCE OF MITEL/MICROTEL IN THE MAR-  
KET BY ASSISTING THEM IN THEIR DEALINGS WITH  
LOCAL BUYERS.  
PROMOTE SALES OF OTHER COMMUNICATIONS RELATED.

MITEL IS CURRENTLY NEGOTIATING ADDITIONAL SALES  
OF 5-6 TEL SYST FOR CUBANACAN. 2. AN OFFICER FM  
GENCAB CDA VISITED HAVANA TO PROMOTE SALES OF  
TELECOM RELATED EQPT,PARTICULARLY 1 PIECE OF  
EQPT DESIGNED TO EXTRACT MOISTURE FM TEL LINES.

QUARTER: 2 Maintain presence of Mitel/Microtel in the  
market by assisting them in dealings with local  
buyers.

Microtel sold 2 used public office systems to  
Cuba to be used as spare parts for existing  
similar eqpt. in Havana.Mitel completed instal-  
la'n of large PBX at Jose Marti Airport & is  
pursuing add'l bus. opps. in sales to hotel ind.

QUARTER: 3 -----

QUARTER: 4 -----